

FIG. 1

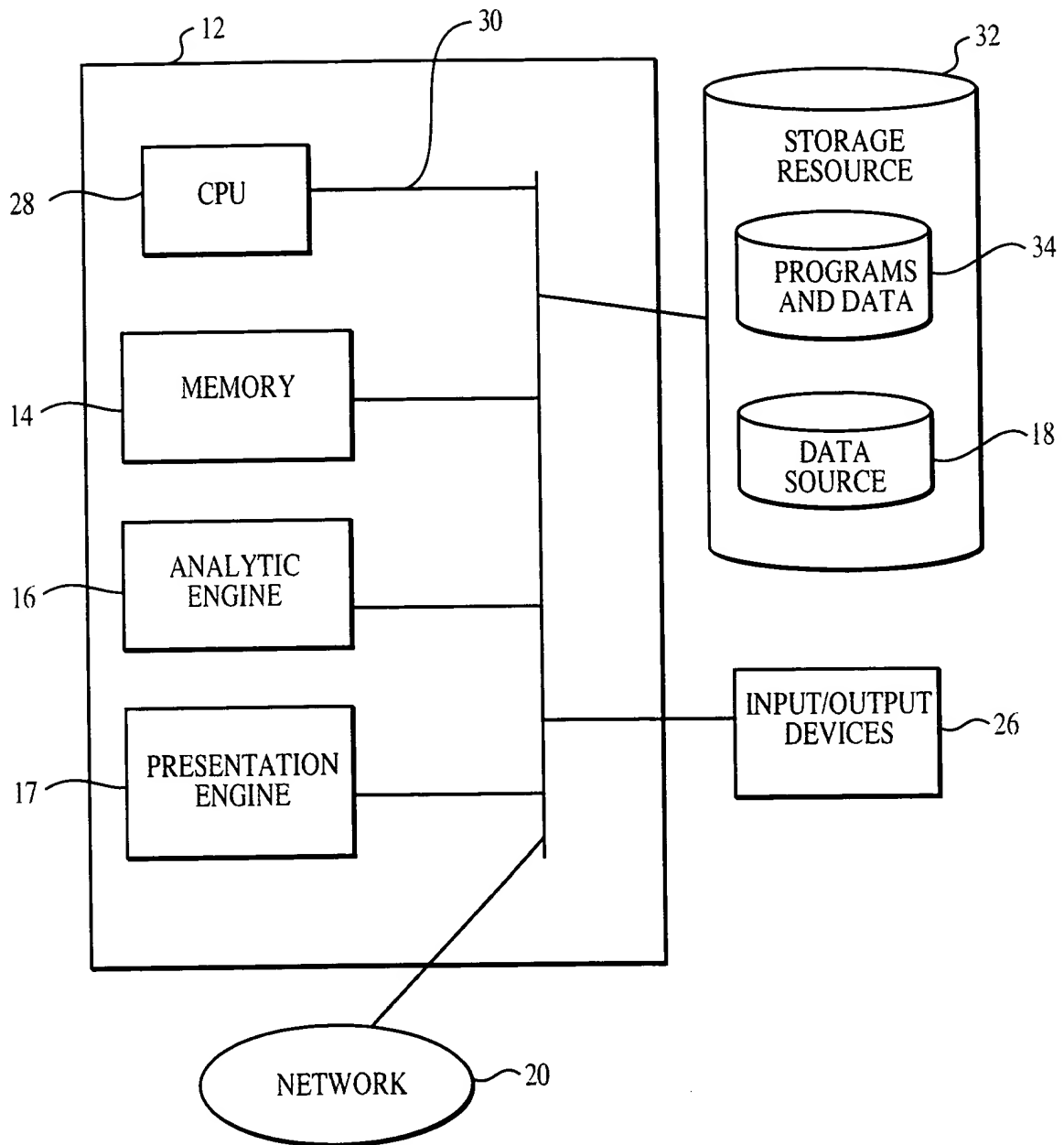


FIG. 2

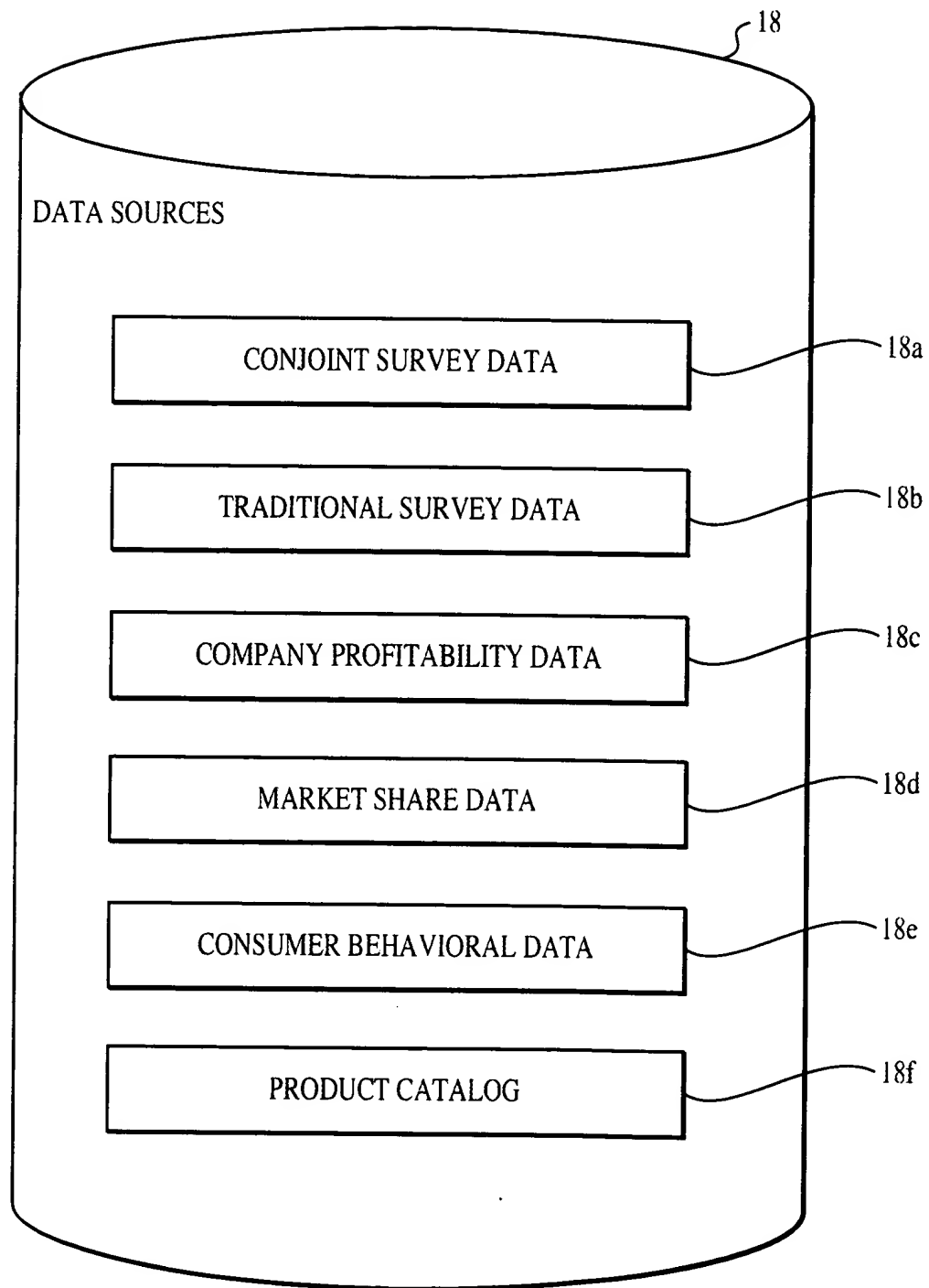


FIG. 3

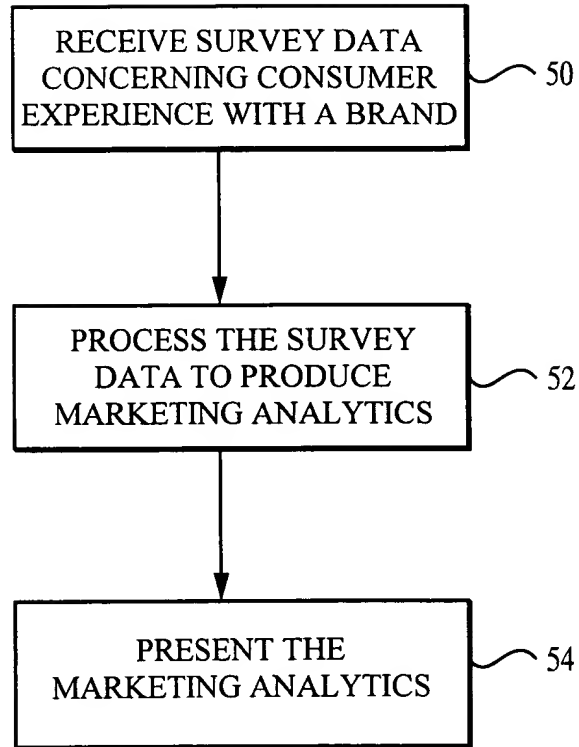


FIG. 4

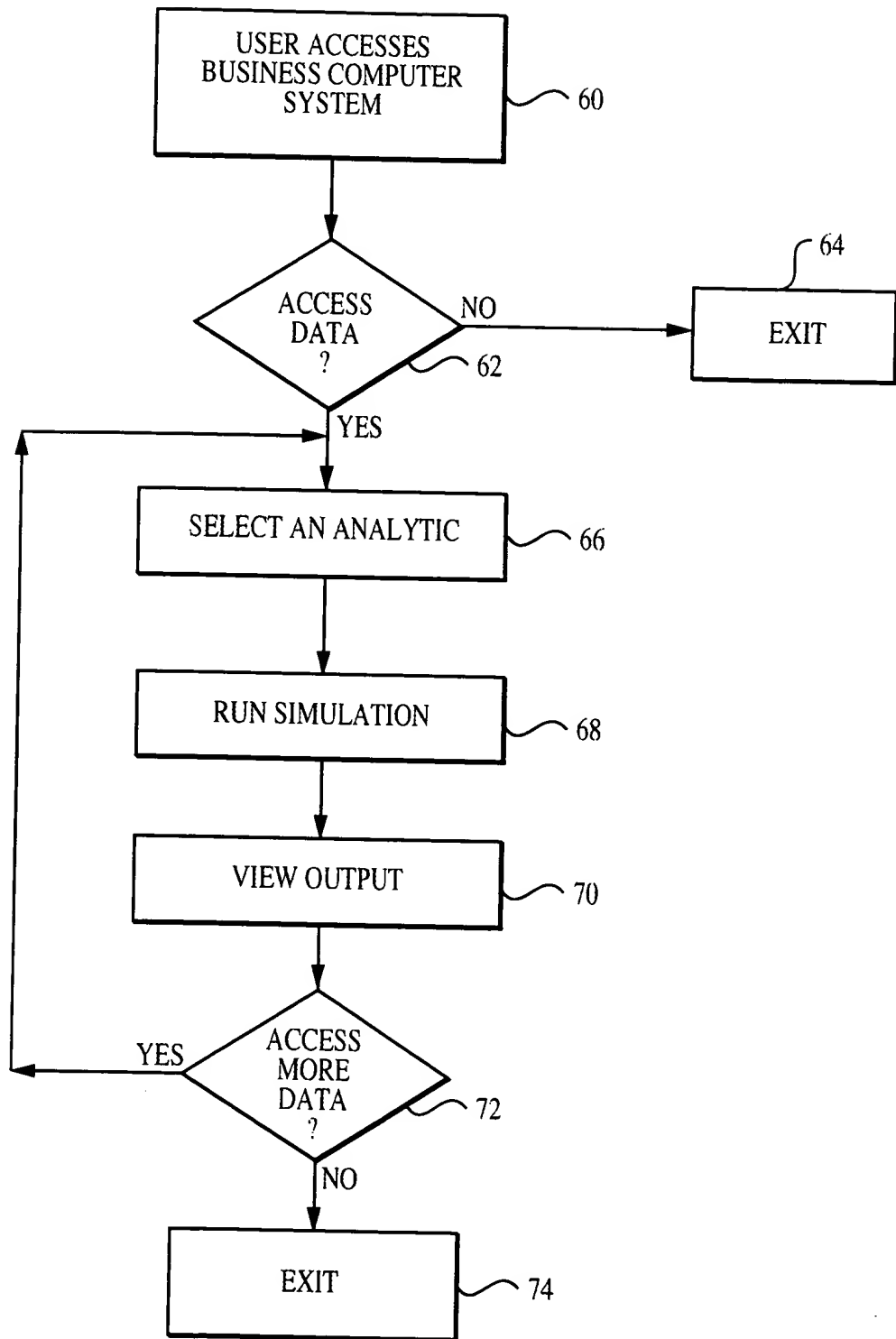
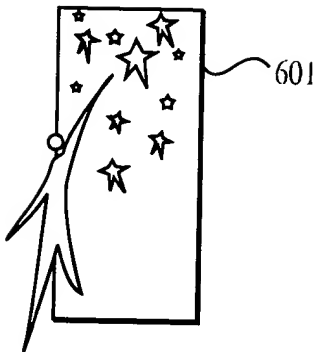


FIG. 5



602

WELCOME TO THE MARKETING DECISION TOOLKIT. THIS TOOLKIT  
WILL PROVIDE THE USER WITH MARKETING ANALYTICS BASED ON  
WEBSITE INDUSTRY INFORMATION. ARMED WITH THESE ANALYTICS,  
THE MARKETING PROFESSIONAL IS ABLE TO MAKE EFFECTIVE  
MARKETING DECISIONS.



600

FIG. 6A

ACCESS DATA?

YES NO

611

612

TOTAL UTILITY (OVERALL SCORE)	612a
IMPROVEMENT OPPORTUNITY SIMULATIONS	612b
TOTAL UTILITY (BY PARAMETER)	
TOTALY UTILITY TREND ANALYSIS	
ATTRIBUTE IMPORTANCE SCORES	
TOP AND BOTTOM 3 IMPROVEMENT OPPORTUNITIES	
COMPETITIVE ADVANTAGES AND OPPORTUNITIES	
MARKETING FUNNEL	

610

FIG. 6B

FIG. 6C

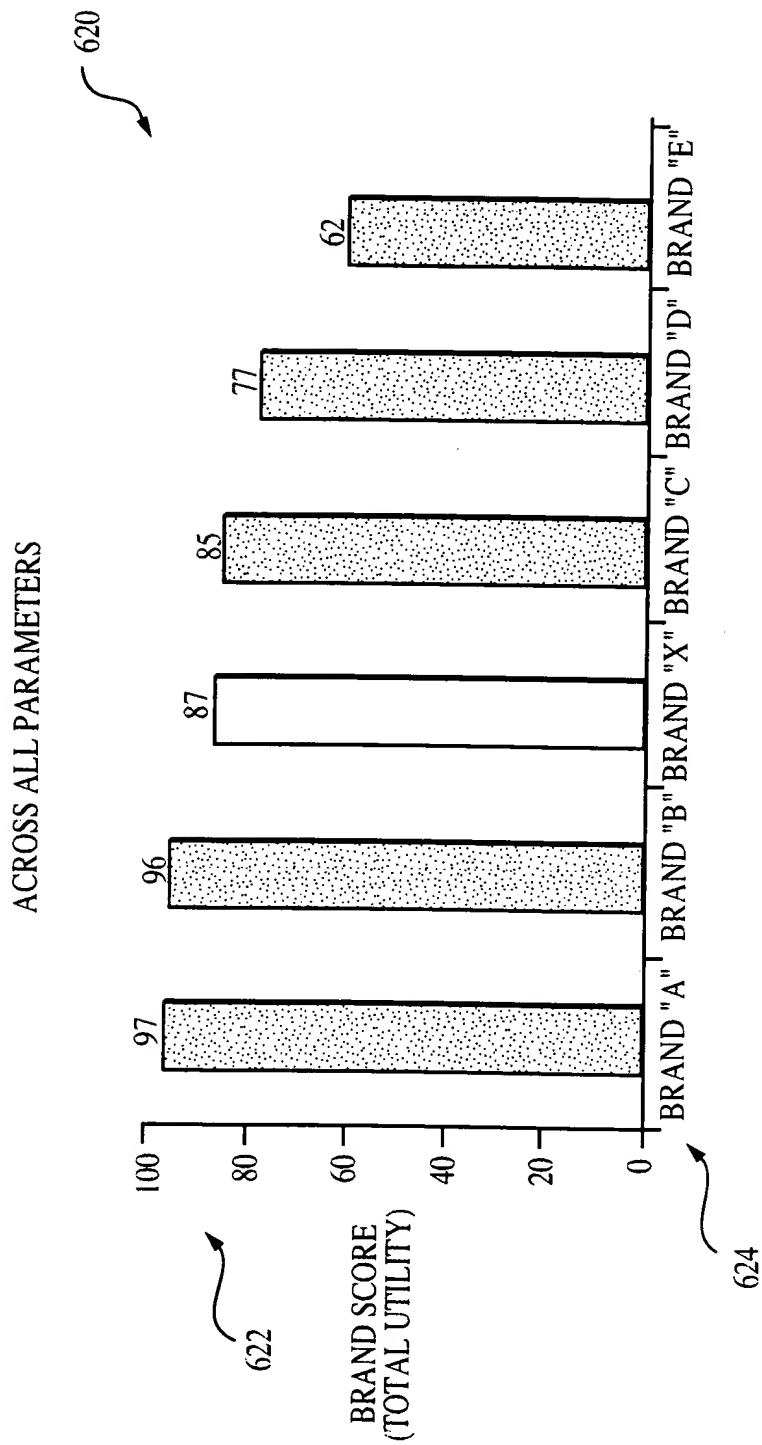


FIG. 6C

630

632

PRODUCT INFORMATION    BASIC PRODUCT INFORMATION    DETAILED PRODUCT INFORMATION    RUN SIMULATION

634

CURRENT LEVEL    SIMULATION LEVEL    CHANGE

30	32	+2 POINTS
70	73	+3 POINTS
\$300 MILLION	\$301 MILLION	\$1 MILLION
\$4.10	\$4.20	\$0.10
		\$1.2 MILLION

- MARKET SHARE
- CONSUMER PREFERENCE
- PROFITABILITY
- PRICE PREMIUM WITH CONSTANT MARKET SHARE
- INCREMENTAL PROFIT FROM PRICE INCREASE

FIG. 6D

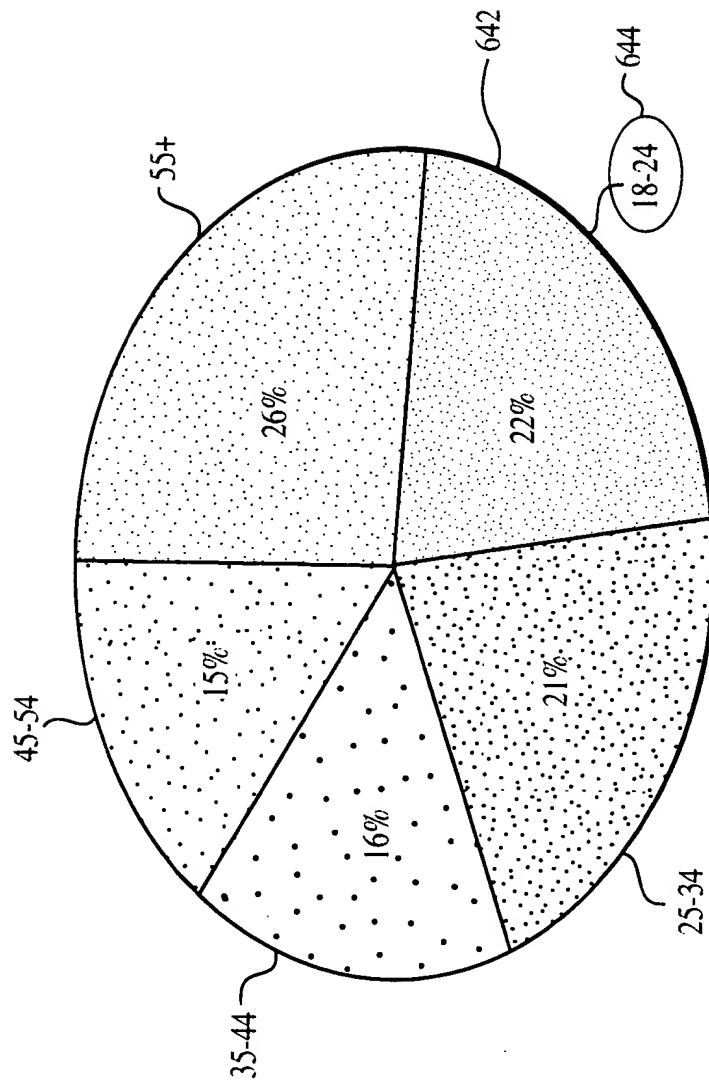


FIG. 6E

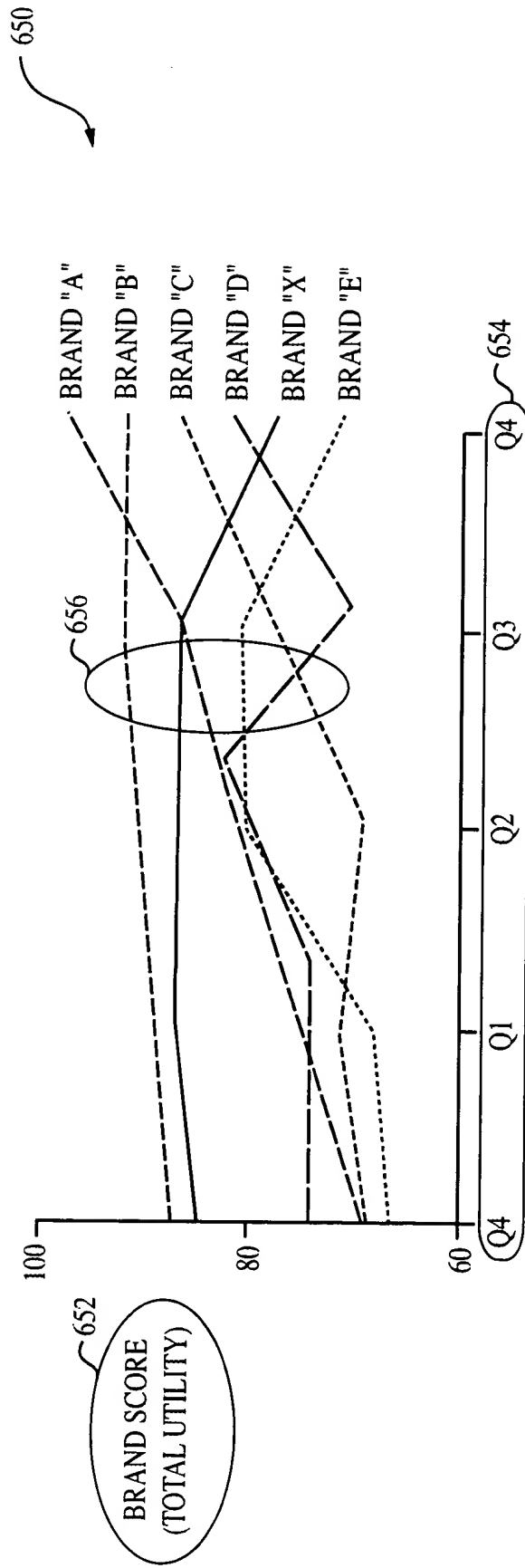


FIG. 6F

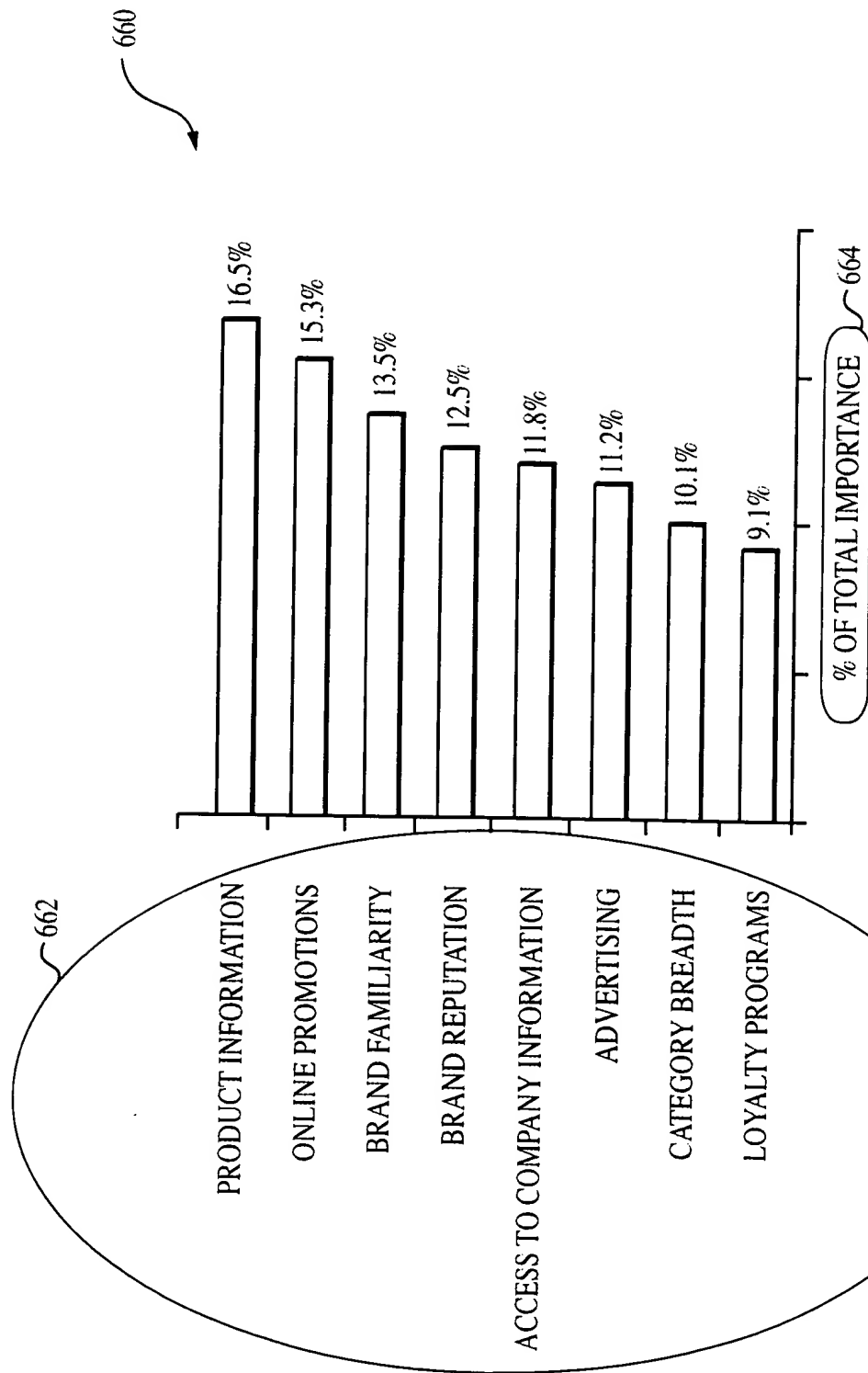


FIG. 6G

670

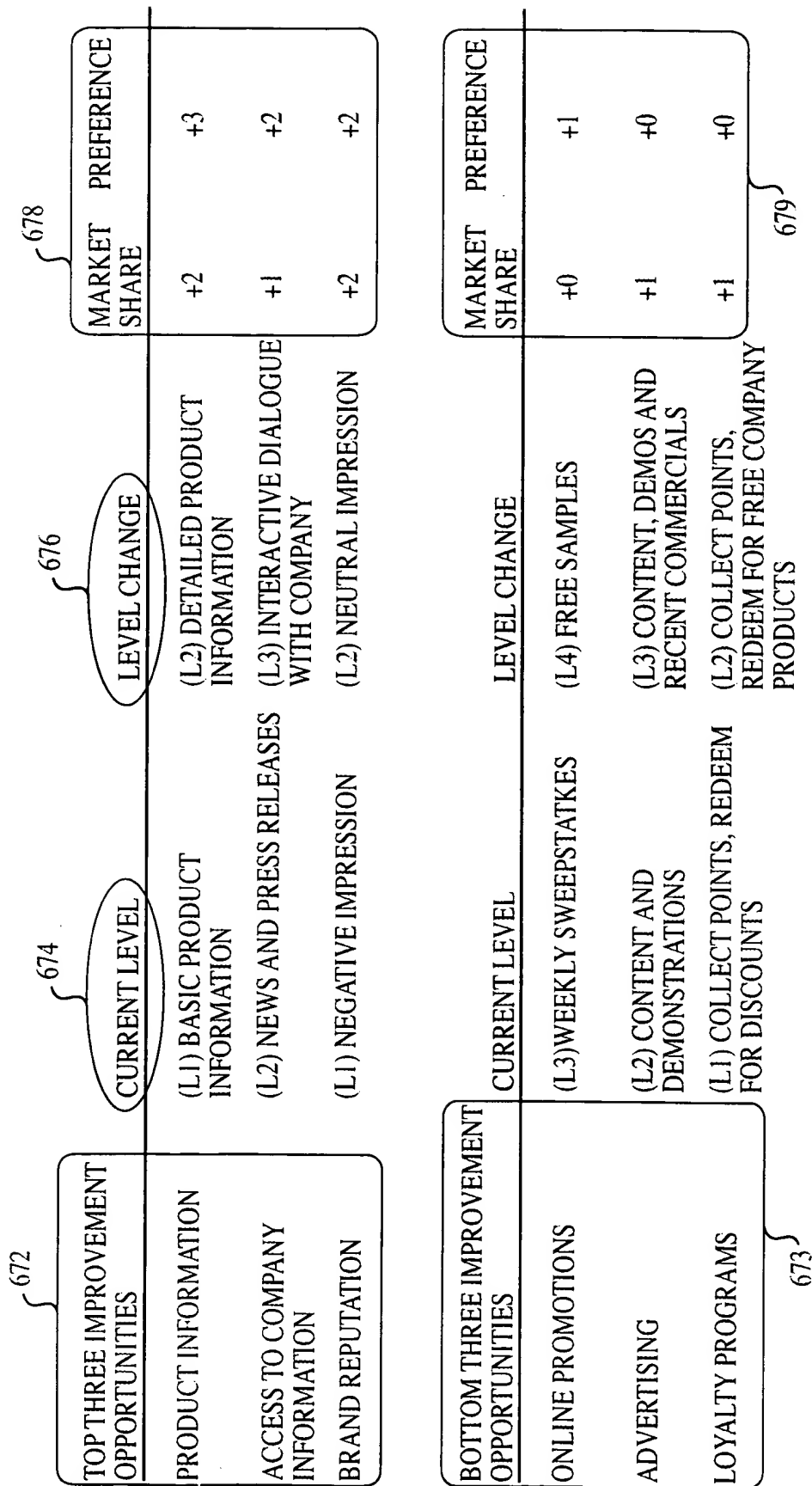


FIG. 6H

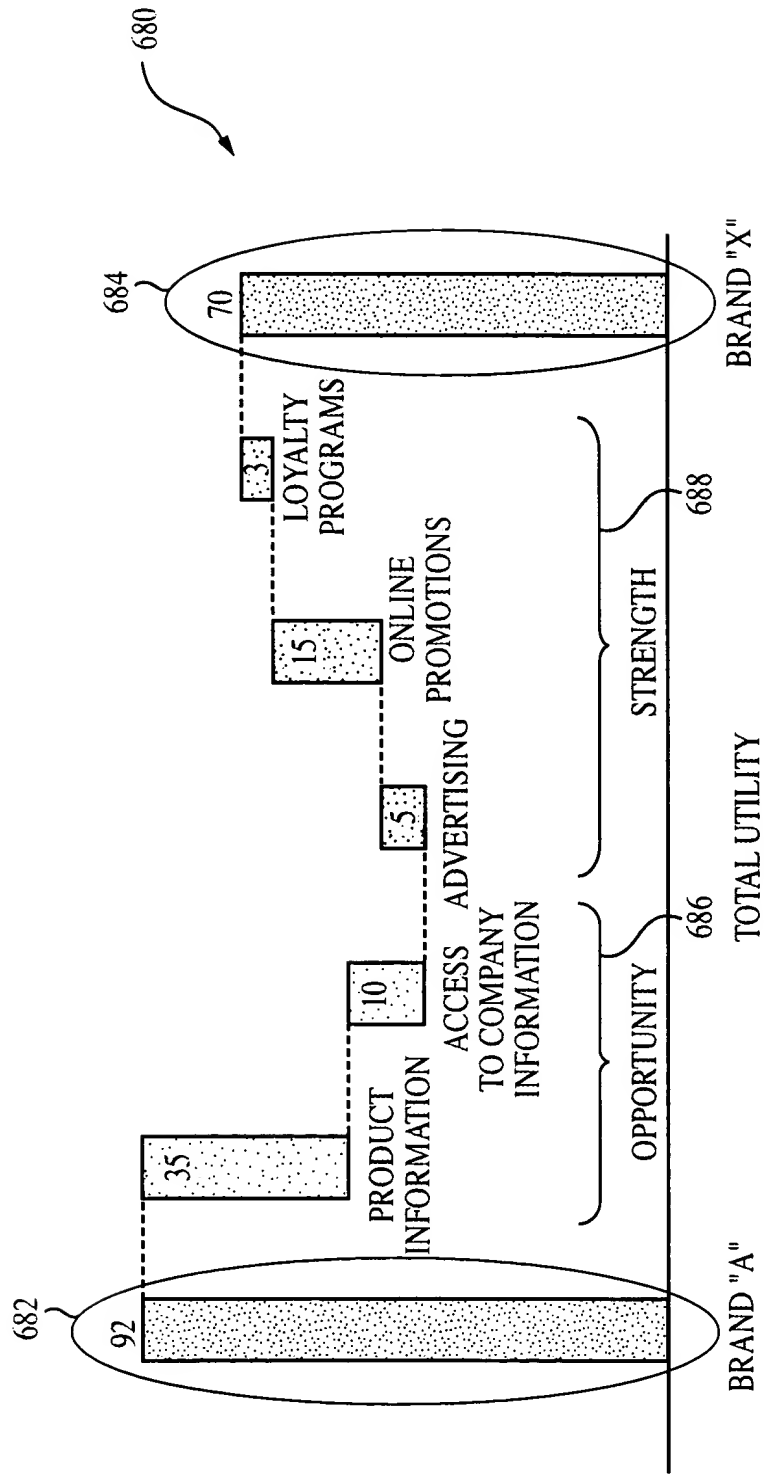


FIG. 6I

FIG. 6J

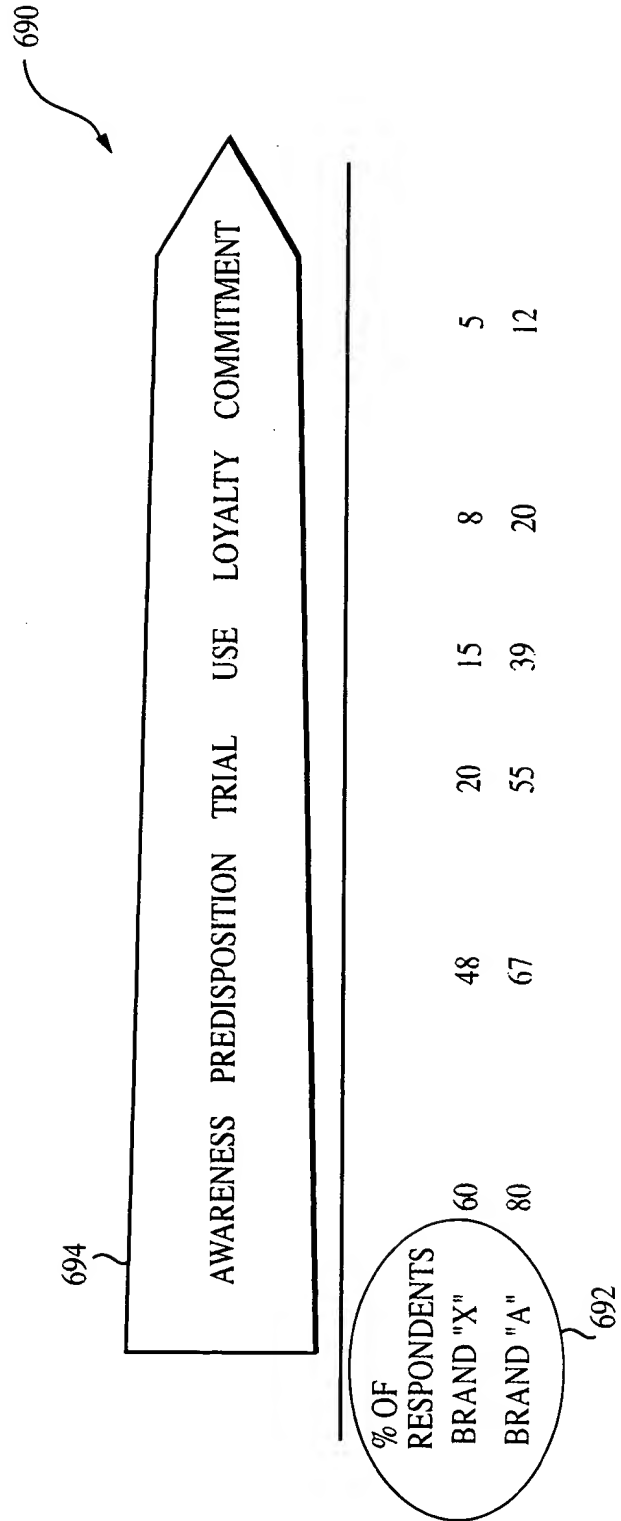


FIG. 6J